

ABSTRACT OF THE DISCLOSURE**RESPONDING TO RECIPIENT RATED WIRELESSLY BROADCAST ELECTRONIC
WORKS**

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A method, system, and program for responding to recipient ratings of wirelessly broadcast electronic works are provided. A secondary player receives a wireless broadcast of an electronic work from a primary player. Next, responsive to a playback of the electronic work from the secondary player, the secondary player requires a recipient of the electronic work to rate the electronic work. Then, responsive to the recipient rating the electronic work or an automatic rating selection made based on the recipient's preferences, the options available to the recipient may be dynamically adjusted. First, responsive to the recipient rating the electronic work with a favorable rating, the secondary player triggers a purchase offer for the electronic work when the secondary player is connected to a network providing access to a purchase server. Second, responsive to the recipient rating the electronic work, the secondary player transfers the rating to the primary player, such that the primary player is enabled to dynamically adjust a next electronic work selection for broadcast based on the rating for the previously broadcast electronic work.

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